

LYMPHOMA
RESEARCH • FOUNDATION
CHICAGO CHAPTER



Scott M. Seaman
LRF Chicago Board Member
Lymphomathon Chairman
123 North Wacker Drive
Suite 1800
Chicago, IL 60606
(312) 474-7139 (direct)
(312) 474-7898 (fax)
scott.seaman@mbtlaw.com

Charlene McMann-Seaman
President LRF Chicago
(630) 837-3192
cmcmann146@aol.com

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VIA FACSIMILE

Mr. Larry Wert President NBC 5 Chicago 454 North Columbus Drive Chicago, Illinois 60611	Ms. Zoraida Sambolin Anchor/Reporter NBC 5 News Today & Telemundo Chicago NBC 5 Chicago 454 North Columbus Drive Chicago, Illinois 60611
Ms. Deborah Brown Director Station Relations NBC 5 Chicago 454 North Columbus Drive Chicago, Illinois 60611	Ms. Claudia Muñoz-Rocha Community Relations Manager Telemundo Chicago 454 North Columbus Drive Chicago, Illinois 60611
Ms. Meridith Kaminski Broadcasting NBC 5 Chicago 454 North Columbus Drive Chicago, Illinois 60611	NBC 5 Fitness Team Ms. Andrea Metcalf Ms. Saran Dunmore Mr. Sergio Rojas c/o Ms. Deborah Brown

Dear Mr. Wert, Ms. Sambolin, Ms. Brown, Ms. Muñoz, Ms. Kaminski, and Fitness Team:

We are writing to express our appreciation to each of you and to NBC 5 and Telemundo Chicago for being our lead media partners for the Fifth Annual Chicago Lymphomathon (5K walk/run) and for making a tremendous difference in the lives of patients and families impacted by the more than 30 forms of blood cancer, collectively referred to as lymphoma.

NBC 5 and Telemundo Chicago have been vital partners in our mission of eradicating lymphoma and we would not have experienced such large growth in the Lymphomathon without your support. We wanted to demonstrate the impact of your good work and touch upon some of your special contributions.

- **The 2007 Chicago Lymphomathon Raised Over \$415,000 For Cancer Research And Educational Programming:** The \$415,000 raised is a record amount, exceeded our goal, and represents a significant increase over the amount raised last year. In fact, each year we have raised more money than the prior year. Collectively, our first 5 Chicago Lymphomathons have raised approximately \$1.6 million. Cancer research saves lives and this is especially true with lymphoma. There have been amazing developments in recent years and lymphoma research has produced effective treatments for many other forms of cancer, including breast cancer. The publicity and awareness from the Lymphomathon produces funding beyond the amounts included in the event total. For example, this past year a Chicago area family -- which has become involved in our organization -- made a \$1 million challenge grant to fund follicular lymphoma research. Simply stated, NBC 5 and Telemundo Chicago have enhanced our ability to raise money for cancer research.
- **Approximately 2,300 Participated In The Lymphomathon.** Once again, this represents a Lymphomathon record and a substantial increase in the number of participants from last year (1,800). Many of the participants learned of the Lymphomathon through NBC 5 and Telemundo Chicago. Lymphoma is an indiscriminant killer and we were so pleased to see that awareness and participation increased substantially among African Americans and Latinos over the past two years and NBC 5 and Telemundo Chicago largely are responsible for this important development.
- **Providing Life-Saving Public Awareness:** Lymphoma is the most common blood cancer and the third most common cancer in children. The rate of incidence of non-Hodgkin lymphoma has nearly doubled since the 1970s. More than 500,000 people in American are battling lymphoma. It is estimated that approximately 20,000 people in American will die and more than 71,000 will be diagnosed in 2007 alone. Yet, lymphoma remains a much under-publicized cancer. Many people do not know what lymphoma is, what the warning sign's are, or even that lymphoma is a cancer. Your public service announcements have provided an important service by promoting awareness about lymphoma and by directing people to reliable information about the disease. Each year, we have received numerous e-mails, telephone calls, and visits from patients and family members as a result of the publicity. This is so important because public awareness and early diagnosis saves lives. This is an area in which we still must make considerably more progress.
- **Chicago Is Leading The Way To Curing Lymphoma:** Our mission of eradicating lymphoma has not yet been accomplished. But we have made tangible progress over the past few years. Money raised for research has produced significant new

treatments, the five-year survival rate for non-Hodgkin lymphoma has been increasing, and the impact has been felt since our family was impacted by a lymphoma diagnoses over 9 years ago. We can point to numerous people who are alive today because of recent advances in treatment.

When we got together with a couple of other families less than 6 years ago and formed the Chicago Chapter, the Lymphoma Research Foundation was pleased that it would have its first chapter and hoped that we could raise \$50,000 a year. As we arrived early on an overcast morning for the first ever Lymphomathon in September 2003, we had high hopes, but modest expectations. It is incredible to realize that, in five years, the Chicago Chapter already has raised over \$2 million and has been instrumental in the growth of the organization on a national basis. Today, there are 22 chapters across the country and this year there were 17 Lymphomathons across the country. You should take pride knowing that a large measure of the success is attributable to you.

We realize that it is fashionable these days for people to criticize the media. Fortunately, we cannot participate in that trend because of our wonderful experience with NBC 5 and Telemundo Chicago. Over the past few years, we have learned that the men and woman at NBC 5 and Telemundo Chicago are involved in so many of the important events in the Chicagoland area and are so instrumental in raising money and awareness for various health, educational, and community causes. More impressive than what you do is the gracious and professional manner in which you serve the community. We would be remiss if we did not express appreciation directly to each of you.

Ms. Sambolin: As an initial and somewhat unrelated matter, having you anchor the news on weekday mornings has been the greatest thing to happen in Chicago morning television in a long time. Your professionalism, authenticity, credibility, compassion combine perfectly with your good nature, enthusiasm, and fine spirit to make for a first-rate newscast. Congratulations to Mr. Wert for recognizing one of the truly great talents in television news.

There is, however, one thing better than watching you anchor the news -- and that is having the opportunity to meet you in person and see the impact that you have on people. Each year, watching you work magic at the Lymphomathon has been amazing. Your heart-felt comments, your genuine compassion and commitment, and your insistence on putting the focus on the participants is nothing short of incredible. The increase in the energy and excitement level when you arrive at the Lymphomathon is palpable. There is no better champion for people and families impacted by blood cancer than Zoraida Sambolin. We cannot thank you enough, you are truly remarkable!

Ms. Brown: We are proud that last year's Lymphomathon was one of your first events at NBC 5. We knew you were special when we first met and we commented that you would be behind so many of the worthwhile things happening in our city. What we did not appreciate at the time was that the Station Relations department consisted of you

and an enthusiastic intern or two. The impact you have on the community is profound. You are so organized, energetic, and efficient and you have helped make the Lymphomathon a better event. Like many volunteers and event organizers, we are so grateful for the support that you provide. Yet, you make us feel as if we were valued advertisers of the station and for that we are very appreciative.

Ms. Kaminski: Over the years, it seems that you have been involved in so many departments at NBC 5. You are extremely knowledgeable and always have been very supportive. We are so glad that we finally got to meet you in person this year. Thank you for all of your hard work.

Ms. Muños: You are a pleasure to work with and have been instrumental in helping us reach out to that Latino community. Last year, we noticed a large number of Spanish-speaking people at the Lymphomathon. This year, there not only were more Spanish-speaking people at the event, but several participated by forming teams and have come to educational events. As you know, we have lymphoma information in Spanish, have Spanish-speaking people serving on our national help-line, and we have included information and registration materials in Spanish on our web-page. But it has been the publicity on Telemundo Chicago that is responsible for alerting the Latino community about lymphoma and available resources to help people impacted by the disease. For that, we thank you and Ms. Sambolin, our brilliant bi-lingual emcee.

NBC 5 Fitness Team: Thank you Andrea, Saran, and Sergio for coming out and warming up the participants. You brought so much spirit and positive energy to the event and so many people commented on your energy, kindness, and smiles.

Mr. Wert: Thank you for assembling a tremendous team of wonderful people and for setting the standard for public service, professionalism, and dedication. The quality of your leadership and the high standards that you set is not only reflected on-air, but in the way the women and men at NBC 5 support the community. We are sure that you are inundated with similar comments. Please do not hesitate to contact us, if you would like us to share our experiences with NBC 5 and Telemundo Chicago with anyone.

Once again, thank you so much. Best regards for the holiday season.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Charlene McMann-Seaman', with a stylized flourish at the end.

Charlene McMann-Seaman
Scott Seaman